



Giulio Fezzardini

"Creating tomorrow's detergents"

Univar and Novozymes



UNIVAR®

Univar is a leading global company specialising in the sales, marketing, application and safe, efficient handling of a wide range of chemicals and ingredients for everyday use. The company's success depends on consistently providing in-depth market knowledge, expertise in application development and first class service to both its customers and suppliers - world class chemical and ingredient manufacturers. Today the chemical distribution sector is facing challenging times, not just because of the economic situation of this year, but because the market and manufacturers are increasingly demanding high product quality, reliable and readily available technical support and effective service. All



NOVOZYMES®

Rethink Tomorrow

these factors have a significant impact on customer satisfaction and ultimately on the profitability of the products developed through the production chain. The REACH regulation has also been a challenge for the chemical industry and distributors have been playing a crucial and vital role in helping their clients prepare for it. In short, more than ever chemical distributors are expected to take the lead on and have a strong commitment to innovation today. All these elements have always distinguished Univar throughout the company's history, and still do today. A recent event, organized by Univar Italy in Bologna, with the participation of Novozymes, a world leader in the production of enzymes, reflects well this global approach to chemical distribution. The event, held on

the 23rd of October 2009 in Bologna, attracted around 40 industry representatives in the field of detergents. A Novozymes panel, including Luigi Di Bella, Petr Kucera, Christian Wieth, Roberta Mustacchi, held a lecture entitled, "Creating tomorrow's detergents." Throughout the day, Novozymes presented their whole range of enzymes for detergents, in particular: Celluclean 4500 T (cellulase), Mannaway (mannanase) and a presentation on the synergistic action of lipases in detergents. Along with a presentation on the current trends and situation of the detergency market, the audience had the opportunity to learn about new liquid detergent formulations, solutions for the optimization of formulation performance, cost and profitability and, last but not least, the outstanding contribution that enzymes can make in terms of environmental sustainability. Undoubtedly, today detergents are expected to play a leading role in safeguarding the environment and its resources, because the consumer is the first link in a chain of behavioural patterns that directly impact the environment. Hence, we need to provide end users with low-temperature washing detergents, which results in lower energy and water consumption. At the same time, detergents should be effective in removing stains and dirt that have previously always required the use of high-temperature washing cycles. In these terms, the use of enzymes has started a true revolution in detergency technology. The Univar-Novozymes event was the perfect opportunity for the participating detergent manufacturers to directly verify the market opportunities and potential of new cleaning systems, designed today for our tomorrow.

Events section edited by
Giulio Fezzardini
HPC TODAY
giulio@teknoscienze.com